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Electronic Filing System (EFS) Data
Electronic Patent Application Submission
USPTO Use Only

EFS ID: 66541
Application ID: 09750800
Title of Invention: System and method for delivering targeted advertisements using multiple presentation streams
First Named Inventor: John Schlack
Domestic/Foreign Application: Domestic Application
Filing Date: 2001-01-19
Effective Receipt Date: 2004-08-12
Submission Type: Information Disclosure Statement
Filing Type:
Confirmation number: 8297
Attorney Docket Number: T721-20
Total Fees Authorized: 180.0
Payment Category: Deposit Account
Deposit Account Number: 501535
Deposit Account Name: Patti Hespell
Access Code: ****
RAM Payment Status: RAM success
RAM User ID: EFSPROD
RAM Accounting Date: 2004-08-12
RAM Sequence Number: 12




Digital Certificate Holder: cn=Douglas Ryder,ou=Registered Attorneys,ou=Patent and Trademark Office,ou=Department of Commerce,o=U.S. Government,c=US
Certificate Message Digest: 001996a1cb1899fed36429b2c8a1855cc91eb79b



TRANSMITTAL

Electronic Version v1.1

Stylesheet Version v1.1.0

Title of Invention	System and method for delivering targeted advertisements using multiple presentation streams															
<p>Application Number: 09/750800 </p> <p>Date: 2001-01-19</p> <p>First Named Applicant: John Schlack</p> <p>Confirmation Number: 8297</p> <p>Attorney Docket Number: T721-20</p>																
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<table border="1"><thead><tr><th>Submitted by:</th><th>Elec. Sign.</th><th>Sign. Capacity</th></tr></thead><tbody><tr><td>Douglas J Ryder Registered Number: 43,073</td><td>/djrl</td><td>Attorney</td></tr></tbody></table>			Submitted by:	Elec. Sign.	Sign. Capacity	Douglas J Ryder Registered Number: 43,073	/djrl	Attorney								
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<table><tr><td>Documents being submitted</td><td>Files</td></tr><tr><td>us-fee-sheet</td><td>T721-20_08-12-04_IDS-usfees.xml</td></tr><tr><td></td><td>us-fee-sheet.xml</td></tr><tr><td></td><td>us-fee-sheet.dtd</td></tr><tr><td>us-ids</td><td>T721-20_08-12-04_IDS-usidst.xml</td></tr><tr><td></td><td>us-ids.dtd</td></tr><tr><td></td><td>us-ids.xml</td></tr></table>			Documents being submitted	Files	us-fee-sheet	T721-20_08-12-04_IDS-usfees.xml		us-fee-sheet.xml		us-fee-sheet.dtd	us-ids	T721-20_08-12-04_IDS-usidst.xml		us-ids.dtd		us-ids.xml
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	us-ids.dtd															
	us-ids.xml															



Comments

Comments added at the request of EBC to avoid error messages.

**FEE TRANSMITTAL**

Electronic Version v08

Stylesheet Version v08.0

Title of Invention	System and method for delivering targeted advertisements using multiple presentation streams										
Application Number: 09/750800 											
Date: 2001-01-19											
First Named Applicant: John Schlack											
Attorney Docket Number: T721-20											
Art Unit: 2614											
Examiner: John Manning											
TOTAL FEE AUTHORIZED \$180											
Patent fees are subject to annual revisions on or about October 1st of each year.											
BASIC FILING FEE											
<table border="1"><thead><tr><th>Fee Description</th><th>Fee Code</th><th>Amount \$</th><th>Fee Paid \$</th></tr></thead><tbody><tr><td>Submission Of Information Disclosure Stmt Fee</td><td>1806</td><td>180</td><td>180</td></tr></tbody></table>				Fee Description	Fee Code	Amount \$	Fee Paid \$	Submission Of Information Disclosure Stmt Fee	1806	180	180
Fee Description	Fee Code	Amount \$	Fee Paid \$								
Submission Of Information Disclosure Stmt Fee	1806	180	180								
AUTHORIZED BILLING INFORMATION											
The commissioner is hereby authorized to charge indicated fees and credit any overpayments to:											
Deposit account number: 501535											
Access Code ****											
Deposit name: Expanse Networks Inc.											
Deposit authorized name: Patti Hespell											
Signature: /plh/											
Date (YYYYMMDD): 2004-08-12											
Charge Any Additional Fee Required Under 37 C.F.R. Sections 1.16 and 1.17.											

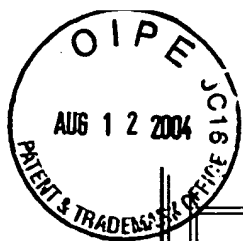


ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	System and method for delivering targeted advertisements using multiple presentation streams																																																																																																						
<p>Application Number: 09/750800</p> <p>Confirmation Number: 8297</p> <p>First Named Applicant: John Schlack</p> <p>Attorney Docket Number: T721-20</p> <p>Art Unit: 2614</p> <p>Examiner: John Manning</p> <p>Search string: (5446919 or 5534911 or 5621728 or 5650994 or 5724091 or 5752160 or 5761601 or 5774170 or 5966120 or 5990927 or 6002394 or 6009410 or 60020883 or 6029045 or 6253238 or 6263501 or 6418122 or 6425131 or 6434747 or 6446082 or 6459427 or 6463585 or 6487721 or 6516002 or 6615039 or 6631523 or 6675385 or 6718551 or 6724974 or 6738978 or 20020026645 or 20020104083 or 20020129374 or 20030200128).pn.</p> <p>US Patent Documents</p> <p>Note: Applicant is not required to submit a paper copy of cited US Patent Documents</p> <table border="1"><thead><tr><th>init</th><th>Cite.No.</th><th>Patent No.</th><th>Date</th><th>Patentee</th><th>Kind</th><th>Class</th><th>Subclass</th></tr></thead><tbody><tr><td></td><td>1</td><td>5446919</td><td>1995-08-01</td><td>WILKINS</td><td></td><td></td><td></td></tr><tr><td></td><td>2</td><td>5534911</td><td>1996-07-09</td><td>LEVITAN</td><td></td><td></td><td></td></tr><tr><td></td><td>3</td><td>5621728</td><td>1997-04-01</td><td>LIGHTFOOT</td><td></td><td></td><td></td></tr><tr><td></td><td>4</td><td>5650994</td><td>1997-07-01</td><td>DALEY</td><td></td><td></td><td></td></tr><tr><td></td><td>5</td><td>5724091</td><td>1998-03-01</td><td>FREEMAN</td><td></td><td></td><td></td></tr><tr><td></td><td>6</td><td>5752160</td><td>1998-05-01</td><td>DUNN</td><td></td><td></td><td></td></tr><tr><td></td><td>7</td><td>5761601</td><td>1998-06-01</td><td>NEMIROFSKY</td><td></td><td></td><td></td></tr><tr><td></td><td>8</td><td>5774170</td><td>1998-06-01</td><td>HITE</td><td></td><td></td><td></td></tr><tr><td></td><td>9</td><td>5966120</td><td>1999-10-01</td><td>ARAZI</td><td></td><td></td><td></td></tr><tr><td></td><td>10</td><td>5990927</td><td>1999-11-01</td><td>HENDRICKS</td><td></td><td></td><td></td></tr><tr><td></td><td>11</td><td>6002394</td><td>1999-12-01</td><td>SCHEIN</td><td></td><td></td><td></td></tr></tbody></table>								init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass		1	5446919	1995-08-01	WILKINS					2	5534911	1996-07-09	LEVITAN					3	5621728	1997-04-01	LIGHTFOOT					4	5650994	1997-07-01	DALEY					5	5724091	1998-03-01	FREEMAN					6	5752160	1998-05-01	DUNN					7	5761601	1998-06-01	NEMIROFSKY					8	5774170	1998-06-01	HITE					9	5966120	1999-10-01	ARAZI					10	5990927	1999-11-01	HENDRICKS					11	6002394	1999-12-01	SCHEIN			
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	12	6009410	1999-12-01	LEMOLE
	13	60020883	2000-02-01	HERZ
	14	6029045	2000-02-01	PICCO
	15	6253238	2001-06-01	LAUDER
	16	6263501	2001-07-01	SCHEIN
	17	6418122	2002-07-01	SCHOENBLUM
	18	6425131	2002-07-01	CRANDALL
	19	6434747	2002-08-01	KHOO
	20	6446082	2002-09-01	ARITA
	21	6459427	2002-10-01	MAO
	22	6463585	2002-10-01	HENDRICKS
	23	6487721	2002-11-01	SAFADI
	24	6516002	2003-02-01	HUANG
	25	6615039	2003-09-01	ELDERING
	26	6631523	2003-10-01	MATTHEWS
	27	6675385	2004-01-01	WANG
	28	6718551	2004-04-01	SWIX
	29	6724974	2004-04-01	NARUTO
	30	6738978	2004-05-01	HENDRICKS

US Published Applications

Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
	1	20020026645	2002-02-12	SON			
	2	20020104083	2002-08-12	HENDRICKS			
	3	20020129374	2002-09-12	FREEMAN			
	4	20030200128	2003-10-12	DOHERTY			

Signature

Examiner Name	Date